A study on consumer’s preferences towards soft drink products of Jee’s Natural Pvt Ltd

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Abstract

Consumers are the most important factor for business continuation, the understanding of consumer preference is one of key elements in preparing marketing strategy. Consumer preference is the study of what to buy, how to buy, where to buy, and when to buy in what quantity. Apart from the decision of to buy and not to buy, there is also a decision regarding which source to buy. Consumer preference is also the study of factors that affect the behavior both internal and external such as, self-concept, social and cultural background, age, family, attitudes, personality and social class. In this study, an attempt is made to investigate the consumer preference on buying behavior towards soft drinks. For this purpose, 133 sample respondents are selected from selected municipal corporations in Ahemdabad base on purposive sampling and collect data is analyzed with the help of correlation and regression analysis. The results reveal that 54.56% of the observed variability in buying behavior can be explained by the differences in both the independent variables namely product, price, place, promotion and remaining 45.5% of the variance in behavior related to other variables.

Keywords: Consumer Behavior, Consumer Preference, Place, Price, Product and Promotion

1. Introduction

Ahemdabad in the nineteenth century was considered a safe practice to drink both natural and chemical mineral water. Pharmacists from Ahemdabad who sold mineral water started to apply unflavoured mineral water to herbs and chemicals. Burk (see birch beer), dandelion, fruit extracts, sarsaparilla, and other substances were used. Aroma has now been applied to enhance flavor. Ah, culture became a common feature of pharmacies with soda fountains. Most of the soft drinks were distributed in Ahemdabad.

Customer preferences are more complex and even more important for retailers today than in past. The aims of this analysis are to define variables that influence the preference of consumers for gender-based and non-carbonated beverages. This intercept analysis was performed in Indore to explore market tastes for soft drinks. 150 participating shoppers were included in the survey. A structural questionnaire was used to identify consumer tastes and reported in seven preferences variables. These selling promotions combine mental thirst satisfaction, price and availability through promotion of ambassadors, relaxation and refresher on festival, brand positioning, reliability and cleanliness.

2. History:
Fruit juices are liquid products of a certain degree of consistency and viscosity, which can be obtained by pressing or slicing fruits with or without the addition of sugar or carbon dioxide. One of the most essential foods for man is fruit and juices.

3. Review of literature

Consumer buying behavior is a human behavior with a procedure associating numerous events which involves analyzing, feeling and behaving, as an individual addresses the existing needs. As a field of study, consumer behavior is the science of studying a set of value-seeking activities in exchange of their existing resources such as; time, money and effort of consumers which is motivated by addressing real needs. There are several definitions of consumer buying behaviour, however most of the definitions are similar in scope. As stated by Solomon, consumer behaviour is the study of process when individuals make selection, usage or disposal of products and services during purchase in order to meet their needs and fulfill their desires (Solomon, Bamossy, Askegaard, & Hogg, 2010).

Sonja Grabner (2004) Preferences of customers and "green share" marketing campaigns. To a point of reference – a particular object, topic, idea, or unique circumstance – the aims of this research were. The study used the research technique to investigate project architecture. Both primary and secondary data were used for this study. The researchers' sampling system was a comfort-free sampling method 206. The conclusion A series of studies have proposed that households should boost their knowledge standards to make evaluations more accurate.

The organic mark: how to reconcile its significance to consumer preferences was the aim of David Conner and Ralph Christy (2004). This research aimed To provide the preferential consumer as far as what methods in organic production are to be allowed or not to be allowed. Exploratory science architecture was the research technique used by the physicist. Both primary and secondary data were used in this study. The researcher's method of sampling was the comfort sampling method 140. Finding If the purpose of the organic label is strictly listed.

Jan J Kerssens (2005) has Social Health Care Market Expectations. The goal of this study is to stimulate organizations of health care social security to become more market-focused and more involved in the management of the provision of health care. Both primary and secondary data were used for this study. The researcher's method for sampling was the convenience survey method 50 for a chance. The final result is that the decisions of the people are primarily based on advantages.
Paulus Mau (2006) has modern car technology market expectations. The goal of this study is to enhance user characterization. The study methods used by the researcher were researched research design. We chose criteria to measure facets of customer procurement. Both primary and secondary data were used in this study. The researcher's method of sampling was the ease sampling method 156. Concerning the business environment, the conclusion of expectations for the option of traditional and modern technology will change.

The goods and market desires of Marco Platania (2006) are the cushions. The analysis goal is to segment the reference market into a homogenous strategy. Exploratory science architecture was the research technique used by the physicist. Both primary and secondary data were used in this study. The researcher used the sampling procedure for non-probability sampling 200. Calabria with an exploratory aspect is suppressed by the conclusion.

4. Research Methodology

Objectives of the study:

• To study consumer’s preferences towards soft drink products of jee’s natural Pvt Ltd.
• To study the factors influencing for choosing of products of jee’s natural Pvt. Ltd.

Hypothesis of the Study

• H01: There is significant relationship between consumer preference and buying behavior on soft drinks
• H02: There is a significant association between price and buying behavior on soft drinks
• H03: There is a significant impact of price on buying behavior on soft drinks
• H04: There is a significant association between promotion and the buying behavior of soft drink

Data Collection Method:

• The research will be based on two sources: Primary and Secondary sources
• Primary data are usually collected from the source—where the data originally originates from and are regarded as the best kind of data in research.

Sampling Method: It is a part of population. Following points to be covered in the sampling method:

Sampling Frame: People from Ahmedabad.
Sample Size: 133 respondents

Sampling Techniques: Judgemental and convenience Sampling Method

Limitations of the Study:

- Limited to the particular consumer: The research was limited to customers who had purchased products from jee’s natural Pvt. Ltd.
- Time Constraints: Since the research was to be completed within a set deadline, it suffered from time constraints.

5. DATA Analysis

In this section researcher has try to analyze the data, which was collected from the people through Google doc questionnaire. The data is analyzed with the help of frequency it includes percentage and charts and cross-tab techniques.

Followings are the analysis of questionnaire:

1. Do you like soft drinks?

Table:1 Do you like soft drinks?

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>123</td>
<td>92.48</td>
<td>92.48</td>
<td>92.48</td>
</tr>
<tr>
<td>No</td>
<td>10</td>
<td>7.51</td>
<td>7.51</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>133</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The above table suggested that majority (92.48%) people i.e. 133 respondes like soft drinks. It indicates that people prefer soft drink with their varied needs for liquid.

2. Frequency of consumption of soft drink in a week?

Table :2 Frequency of consumption of soft drink in a week?

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>daily 1 times</td>
<td>22</td>
<td>16.5</td>
<td>16.5</td>
<td>16.5</td>
</tr>
</tbody>
</table>
The frequency of consumption of soft drink was studied among 133 respondents, the results showed that 41% of the people consumed soft drinks once in a week, 16% consumed soft drinks daily, 16% consumed drinks more twice in a week, 24% consumed soft drinks occasionally. This research helps to company that they can prefer segment below 30 age those who are going to college.

3. What induces you to buy Soft Drinks?

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>health drink</td>
<td>50</td>
<td>37.6</td>
</tr>
<tr>
<td>taste</td>
<td>53</td>
<td>39.8</td>
</tr>
<tr>
<td>price with quantity</td>
<td>19</td>
<td>14.3</td>
</tr>
<tr>
<td>variety</td>
<td>7</td>
<td>5.3</td>
</tr>
<tr>
<td>advertisement</td>
<td>4</td>
<td>3.0</td>
</tr>
<tr>
<td>Total</td>
<td>133</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The above analysis it indicates that people prefer to buy cold drinks for varied reasons, most important reasons to buy soft drink is taste (40%) followed by health drinks (38%) and price and quantity (14%). People are not preferred based on variety and advertisement for buying soft drinks. It indicates that company need to maintain the test and health benefits for their soft drinks, it will help the company to boost up their sales with right pitching.

4: On what occasions, do you often consume the Soft Drinks?

Table 4: On what occasions, do you often consume the Soft Drinks?
The above analysis, it indicate that majority of the respondents who consume soft drink without any reasons (42%), followed by feeling thirsty (29%) and parties and celebrations (15%). So, it indicate that, more retail outlets or easy availability of the soft the drinks, which makes business successful.

5. Do advertisements affect your purchases?

Table 5: Do advertisements affect your purchases?

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>feeling thirsty</td>
<td>39</td>
<td>29.3</td>
</tr>
<tr>
<td>without any reason</td>
<td>55</td>
<td>41.4</td>
</tr>
<tr>
<td>parties/ celebrations</td>
<td>20</td>
<td>15.0</td>
</tr>
<tr>
<td>traveling</td>
<td>19</td>
<td>14.3</td>
</tr>
<tr>
<td>Total</td>
<td>133</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The above analysis, it indicate that advertisment is not affect the purchase of soft drinks, as majority of the respondents lies in neutral (47%) behaviour. On the other hands people will not make decision through advertisement as they prefered other parameters.

6. Do you take the same soft drink every time?

Table 6: Do you take the same soft drink every time?
From the above table, it is suggested that the majority of people prefer the same soft drink every time (71%). It can be interpreted that the company of soft drinks needs to work on quality and timely availability of the drinks instead of preparing other varieties.

7. Which flavor do you like most?

Table 7: Which flavor do you like most?

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>orange</td>
<td>28</td>
<td>21.1</td>
</tr>
<tr>
<td>Lemon</td>
<td>31</td>
<td>23.3</td>
</tr>
<tr>
<td>apple</td>
<td>26</td>
<td>19.5</td>
</tr>
<tr>
<td>pineapple</td>
<td>26</td>
<td>19.5</td>
</tr>
<tr>
<td>other (specify)</td>
<td>22</td>
<td>16.5</td>
</tr>
<tr>
<td>Total</td>
<td>133</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The above table suggested that people like lemon (23%) flavor most followed by orange (22%), Apple and pineapple (20%) each. Maybe the reasons to like most lemon flavor because it suits the need of people as well as taste wise good.

8. How do you rate canned juices as compared to fresh juices?

Table 8: How do you rate canned juices as compared to fresh juices?

<table>
<thead>
<tr>
<th>Equivalent to fresh juices</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>32</td>
<td>24.1</td>
<td>24.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>---------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>Have artificial added flavor</td>
<td>30</td>
<td>22.6</td>
<td>22.6</td>
</tr>
<tr>
<td>Healthy with preservatives</td>
<td>44</td>
<td>33.1</td>
<td>33.1</td>
</tr>
<tr>
<td>Not as healthy</td>
<td>27</td>
<td>20.3</td>
<td>20.3</td>
</tr>
<tr>
<td>Total</td>
<td>133</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

From the above table suggest that people rated canned juice as compare to fresh juice health with preservatives (33%) followed by equivalent to fresh juices (24%) and have artificial added flavor (23%).

6. Conclusions

- To succeed in the industry, we need to think about health product, flavor innovation, innovation ingredients and unique age ranges. Thus will the future of the soda industry be formed.
- "Consumers now have good health and well-being in mind. As a result, food and beverage sales have a huge effect. Many surveys have shown that people care about healthy health as they do about sustaining a high quality of life.
- it indicate that, more retail outlates or easy availability of the soft the drinks, which makes business successful.
- Study suggested that company may create awareness about how it affect the health in CSR part of the company.

7. Recommendation

- This product can be potentially successful in Nicaragua due to the fact that there is not a wide variety of 100% natural beverages. The market of juices is increasing because the utilization of juices grows every year, and it is also anticipated that it will be increasing continually due to changes in people’s lifestyle that are becoming more conscious about health. People nowadays prefer healthy, pure and simple juices on a regular basis as they are increasingly adopting Western lifestyle, particularly younger generations, which is enormously, influenced by media. The recommendations for this brand is that they should have more presence all over the country and not only in some retail stores, the quality of natural makes this the only 100% freshly squeezed natural juice and this is why it does not have a direct competitor in the country.
To provide a uniform basis for evaluation of the quality, identity and authenticity of juices it is often necessary to complement legislation with guidance. The BSDA recommends that fruit juice Code of Practice. The Code of Practice consists of a set of reference guidelines describing in detail the characteristic natural components of industrial processed fruits by setting analytical requirements including.

8. Reference

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